LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Brand Loyalties Shaken By Taste Impact Of Low Tar Merit.

MERIT taste delivery switching high tar smokers away from age-old favorites.

There is a taste alternative to high tar cigarettes.

Modern technology created it.

Tests proved it.

And smokers are confirming it.

Today most MERIT smokers are coming from high tar cigarettes—many from brands they had been loyal to for years.

Yet they're switching to—and sticking with—MERIT.

The reason is a real advance in tobacco technology that resulted in a way to boost natural tobacco flavor without the usual corresponding increase in tar.

It's called 'Enriched Flavor' tobacco.

MERIT and MERIT 100's were both packed with this special tobacco. And taste-tested against a number of higher tar cigarettes.

Overall, smokers reported they liked the taste of both MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested.

Cigarettes having up to 60% more tar!

Only one cigarette has 'Enriched Flavor' tobacco.

And you can taste it.

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Kings: 8 mg "tar," 0.5 mg. nicotine av. per cigarette, FTC Report Dec.'76
100's: 12 mg "tar," 0.9 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

LOW TAR-"ENRICHED FLAVOR"

MERIT

Kings & 100's

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Source: https://www.industrydocuments.ucsf.edu/docs/ssjn0003

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